

Message Text

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E.O. 11652: NA

TAGS: BEXP, BU

SUBJECT: CONCEPT OF US EXHIBIT AT PLOVDIV 1975

USIA FOR IEE AND ICS; USDOC FOR BEWT; STATE FOR EUR/EE

REF: A) SOFIA 0228; B) STATE 026929

1. WE OFFER THE FOLLOWING COMMENTS IN EFFORT TO BE HELPFUL TO THE EXPERTS WHO WILL BE DESIGNING THE US PAVILION, TO AVOID WHAT SEEM TO US THESE PITFALLS:

A. IF WE DO NOT HAVE THE DOME, AND SINCE NO SMALL BUILDINGS ARE AVAILABLE, WE ARE LIKELY TO BE SQUEEZED INTO A SPACE WHERE WE COULD EASILY BE OVERPOWERED BY PANOPLY OF SUCH PARTICIPANTS AS CUBA, NORTH KOREA OR VIETNAM, OR EVEN BY LESS OBJECTIONABLE BEDFELLOWS.

B. EMPHASIS ON "IMAGE" SHOW RATHER THAN SELLING THINGS THAT THE BULGARIANS WANT TO BUY IS APT TO RECREATE FOR US THE POLITICAL PROBLEMS THAT WE HAD BEFORE LAST YEAR'S EXHIBIT. THE DESCRIPTIVE ESSAY OF EXHIBIT CONCEPT HAS NOT YET BEEN RECEIVED, BUT WE HOPE IT WILL REFLECT AWARENESS THAT USIA'S THREE QUARTERS OF PAVILION SPACE WILL ALSO HAVE TO DEAL WITH COMMERCIAL ASPECTS.

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2. TWO SUGGESTIONS:

A. OBVIOUSLY IT WOULD BE HELPFUL IF USIA COULD SUCCESSFULLY NEGOTIATE PURCHASE OF A NEW DOME.

B. KEEP FLEXIBLE, PERHAPS BY A "MODULAR" APPROACH, ABOUT THE ACTUAL PROPORTION OF SPACE OCCUPIED BY COMMERCIAL EXHIBITORS. WE ARE NOT EXPERTS ON FOOD PROCESSING AND PACKAGING, BUT CANNOT IMAGINE THAT 220 SQUARE METERS CAN ACCOMMODATE AN IMPRESIVE ARRAY OF MACHINERY. REFTEL B SAYS EQUIPMENT IS "HIGHLY ARTICULATED". DOES THIS MEAN IT IS SMALL? WE HAD THOUGHT IT IS QUITE LARGE. AT ANY RATE, WE SHOULD KEEP OPTION OPEN TO SHOW MORE THAT 220 SQUARE METERS IF THERE IS SUFFICIENT INTEREST FROM AMERICAN FIRMS IN THE EXHIBIT.

3. THIS SUGGESTS IN TURN THAT COMMERCE, TOO, REMAIN FLEXIBLE ON AMOUNT OF SPACE TO BE SOLD. IT IS ALL VERY WELL TO SET OUT TO RECRUIT 12 TO 15 COMMERCIAL EXHIBITORS, BUT A PROCRUSTEAN APPROACH WOULD NEEDLESSLY LIMIT OUR POSSIBILITIES, WHICH SEEMS UNNECESSARY IF EXHIBITORS MEET THE COST OF SPACE BEYOND 220 METERS.

4. I WISH TO EMPHASIZE THAT UNLESS WE GET OFF ON THE RIGHT FOOT, PLOVDIV 1975 COULD BECOME A LIABILITY RATHER THAN WHAT WE SEE AS AN EXCELLENT OPPORTUNITY TO MAKE FRIENDS AND MONEY AT THE SAME TIME.

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